

## PRELIMINARY AMENDMENT

Serial Number: 09/637,728

Filing Date: August 11, 2000

Title: COMPUTERIZED AUCTION SYSTEM FOR USE WITH MULTIPLE PURCHASING MEDIA

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wherein the auction server reads the auction item, the bid value, and the program data, and converts the bid value to a display value having the program incentive reward media type of the incentive reward program associated with the participant [according to the first media type and the second media type].

2. (Canceled).

3. (Canceled).

4. (Amended) The computerized system of claim 1, wherein the auction server only responds to requests received from a participant registered for the incentive reward program.

5. The computerized system of claim 1, further comprising a fulfillment component operative to determine the winning bid for the auction item and to arrange for delivery of an actual item associated with the auction item.

6. (Amended) The computerized system of claim 5, wherein the [actual] auction item is a service.

7. (Amended) A computerized method for displaying auction bid data for an auction item, the method comprising:

receiving a request to display bid data from a participant;

[determining a first media type associated with the request;

reading a first media type associated with the auction item;]

reading a [second] program incentive reward media type [associated] from a database containing program data for a plurality of incentive reward programs, the program data determined based on [a] the incentive reward program associated with the participant;

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calculating a display amount in the program incentive reward media type by  
[transforming] converting the bid data [in accordance with the first media type and the second] to  
the program incentive reward media type; and  
displaying the display amount.

8. (Canceled).

9. (Canceled).

10. (Amended) A computerized method for updating auction bid data for an auction item,  
the method comprising:

receiving from a participant a first bid amount for the auction item, the auction item  
having [a first] an item media type;

reading a [second] program incentive reward media type associated from a database  
containing program data, the program data determined based on [a] an incentive reward program  
associated with the participant;

calculating a second bid amount by [transforming] converting the first bid amount in the  
program incentive reward media type to [accordance with] the [first] item media type [and the  
second media type]; and

updating a current bid amount for the auction item with the second bid amount.

11. (Canceled).

12. (Canceled).

13. (Amended) A computer readable medium having computer executable instructions for  
performing a method for displaying auction bid data for an auction item, the method comprising:

receiving a request to display bid data from a participant;

[determining a first media type associated with the request;

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reading a first media type associated with the auction item;]

reading a [second] program incentive reward media type [associated] from a database containing program data for a plurality of incentive reward programs, the program data determined based on [a] the incentive reward program associated with the participant;

calculating a display amount in the program incentive reward media type by [transforming] converting the bid data [in accordance with the first media type and the second] to the program incentive reward media type; and

displaying the display amount.

14. (Canceled).

15. (Canceled).

16. (Amended) A computer readable medium having computer executable instructions for performing method for updating auction bid data for an auction item, the method comprising:

receiving from a participant a first bid amount for the auction item, the auction item having [a first] an item media type;

reading a [second] program incentive reward media type associated from a database containing program data, the program data determined based on [a] an incentive reward program associated with the participant;

calculating a second bid amount by [transforming] converting the first bid amount in the program incentive reward media type to [accordance with] the [first] item media type [and the second media type]; and

updating a current bid amount for the auction item with the second bid amount.

17. (Canceled).

18. (Canceled).